

Media Advisory

FOR IMMEDIATE RELEASE

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City of Milpitas and Silicon Valley Small Business Development Center to Host First FREE Starting and Surviving in Business Workshop “Doing Business in Milpitas from Concept to Opening to Growing”

MILPITAS, CA, January 10, 2006 - Under the banner of “Doing Business in Milpitas from Concept to Opening to Growing” the City of Milpitas and the Silicon Valley Small Business Development Center are bringing together small business owners, city and non-profit business support services dedicated to assisting small businesses to succeed.

The Milpitas Small Business Success Forum will be Tuesday, February 28, 2006 6:00 – 9:00pm (sign-in starting at 5:30pm) at the Milpitas Senior Center, 540 S. Abel Street, Milpitas. There is ample free parking. Register online at <http://www.acteva.com/booking.cfm?bevalID=100014> or contact Diana Whitecar, Milpitas Economic Development Manager at (408) 586-3059 or email her at dwhitecar@ci.milpitas.ca.gov.

To help small businesses improve their chances of being successful this ‘free event’ will feature a diverse group of co-sponsors that provide assistance on how to: launch a business successfully, improve your business practices, seek business financial planning, plan your business expansion and ensure long-term success.

The Mayor of Milpitas, Jose Esteves, says, “Encouraging local entrepreneurship is one of the goals of the Milpitas Economic Strategic Plan. Small business entrepreneurs create employment opportunities and build on our larger business community. I look forward to welcoming attendees to the first Doing Business in Milpitas workshop.”

“For an individual who is contemplating starting their own business or struggling with a business concept, collaborating with the expertise and knowledge of the Silicon Valley Small Business Development Center often represents the difference between success and failure.” says De Anza College's Director of Professional & Workforce Development, Rick Kuhn.

The Milpitas event will open with “The Value of a Business Plan” and include a series of breakout training sessions from which attendees can select on topics such as: hiring and firing, legal issues, financing alternatives, using technology to run your business, import/export and a special emphasis session for restaurant management. The closing session will focus on ‘Marketing in a Box’ that would include templates, checklists and sample work products all designed to help small businesses.

Co-sponsors for the Small Business Success Forum are Milpitas Chamber of Commerce, NOVA@CONNECT! Business Services, Center for International Trade, SCORE, Global California, SBDC Technical Advisory Program and the California Restaurant Association.

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The Silicon Valley Small Business Development Center is a cooperative effort with the U.S. Small Business Administration (SBA), local and state governments, and the De Anza College's Workforce Development. Collaborative work is ongoing with local development organizations, banks and chambers of commerce to help strengthen communities and revive commercial corridors. The Silicon Valley SBDC facilitates the success of small businesses through business management counseling, training and workshops and guidance in preparation for financial loans and equity investments. Our services create and preserve jobs; increase sales and profits.